

VIRTUAL WORK EXPERINCE

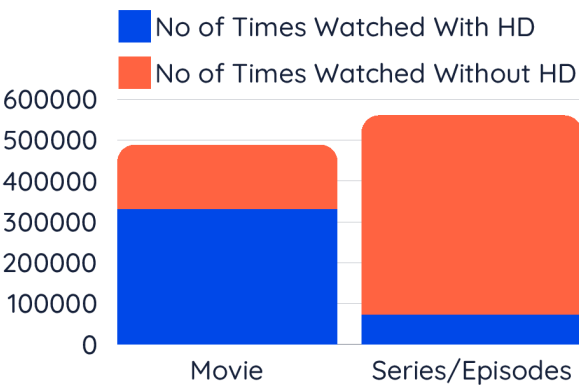
Analyzing STC-TV users behavior

USER BEHAVIOR ANALYSIS

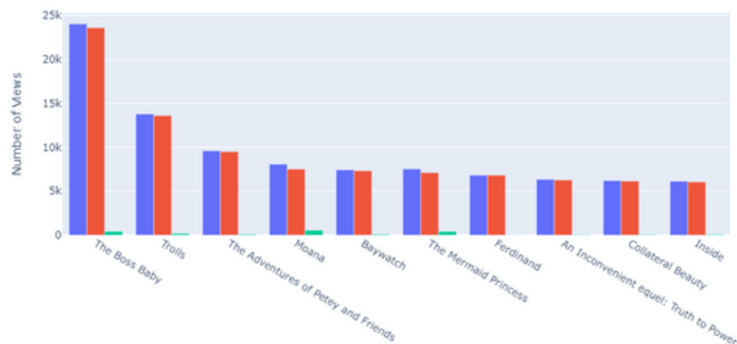
Most of the users prefer to watch movies with HD over watching series with HD.

Reasons:

- the users may prioritize quality when watching movie.
- The users prefer watching movies over series.
- The series/episodes available may not be as appealing.



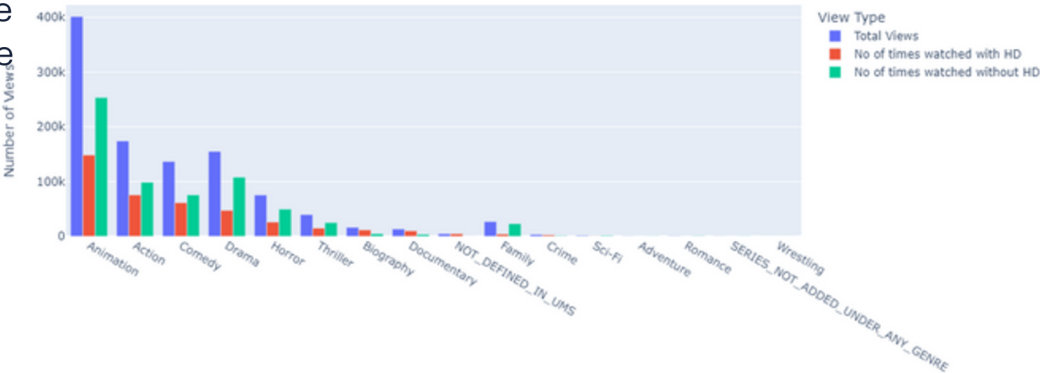
USER BEHAVIOR ANALYSIS



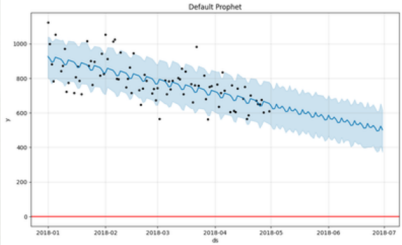
The Boss Baby, Trolls and The Adventures of Petey and Friends is the most watched programs in STC TV in terms of total views and number of times watched with HD.

Animation, Action, Comedy and Drama are the most program genre watched on STC TV. It is important to satisfy the users who watch this type of programs with new content and good quality.

USER BEHAVIOR ANALYSIS



PREDICTION MODEL



The prediction model shows that total time watch in hours will **decrease** in the next two months.

Reasons:

- Availability of new content.
- low quality of the content.
- Competitors .
- Technical Issues.

RECOMMENDATION SYSTEM

	Program Name	Program Genre
0	Khalafallah Ep.	Drama
1	Flushed Away	Animation
2	Toy Story	Animation
3	The Lego Batman Movie	Animation
4	Storks	Animation

The table shows the **top 5** recommendation for a specific program based on the behavior of similar users. The above recommendations for users who watched and liked “Moana”.